

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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April 16, 1997

RJR Account #442680

M. Gandulla

MOUNTAIN CANDY

JUNE DORAL B2G1F / PROMOTION #700272

Dear Mark:

DORAL B2G1F *pre-sleeved* product (6M) has been ordered (see quantities listed below), as well as **120** skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts. *(This includes 15 Displays to be shipped to identified WAM accounts.)*

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	8
Light Box	12300-24066	8
Full Flavor 100	12300-24063	4
Light 100	12300-24062	8

DISPLAY DETAIL

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.

EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21' B2G1F OFFERS'.

THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.

IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.

PO #051297

Product / Premium Arrival:

May 12, 1997

Ship Date to Retail:

Week of: May 19, 1997

SKU CUBE :

0.9960

SKU WT (w/o Product):

1.7200 lbs

Retail Sales Offer per Sku:

21 Offers

EFT \$ Amount:

\$3,945.93

Billing per Sku:

5 Savings Cartons (if additional live pack is added to Display)

4.9 Savings Cartons (if additional live pack is NOT added to Display)

B2G1F
MOUNTAIN CANDY

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

- * 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
- * 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
- * ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED '*RETAILER LETTER*' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$137.20 (9.8 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean

Enclosures:

- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.



To All RJR Retail Partners

RETAILER LETTER

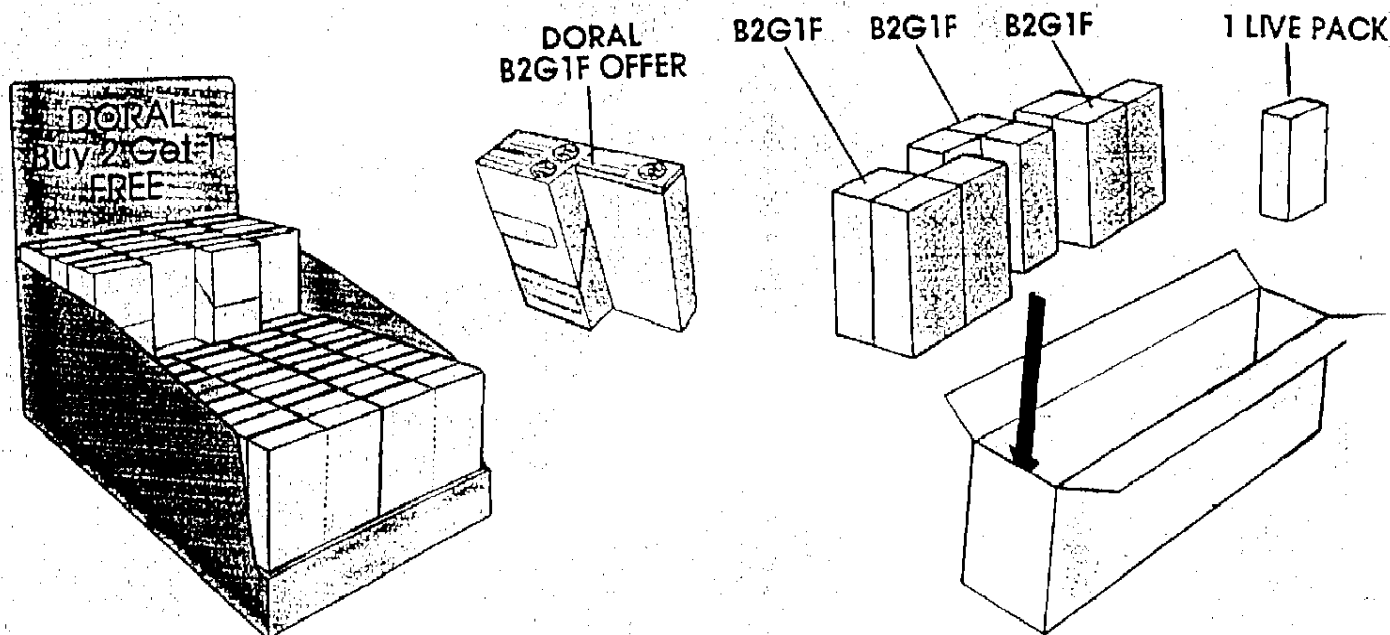
DORAL B2G1F

OUR #1 PRIORITY IN 1997 WILL BE TO GET OUR PROMOTIONS TO YOUR CUSTOMERS IN THE QUICKEST WAY POSSIBLE. OUR 1997 PROMOTIONS DIFFER FROM PAST PROMOTIONS AS FOLLOWS:

- WE ASK YOU TO ASSEMBLE DISPLAYS AT YOUR STORE.
- EACH DISPLAY CONTAINS UNPROMOTED LOOSE PACKS.

IMPORTANT NOTE: THIS IS NOT A MISTAKE AT YOUR WHOLESALER.
DO NOT RETURN THIS PRODUCT TO YOUR WHOLESALER.
PLACE THIS PRODUCT INTO YOUR REGULAR INVENTORY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS. IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.



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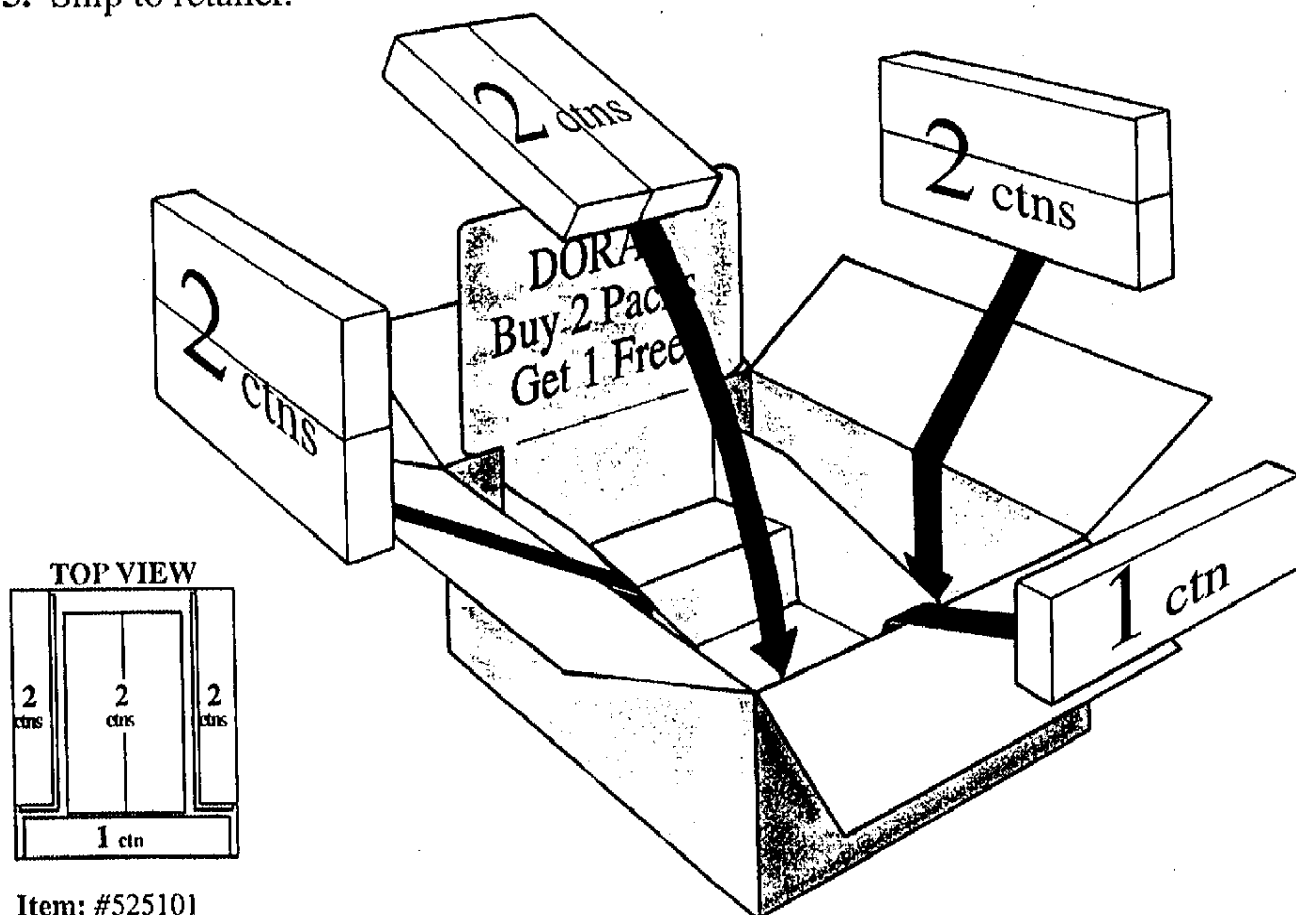
WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 2ND QTR. '97

June DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display.
(Promotional product is in white cartons and is pre-sleeved).
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: #525101

Description: DORAL June B2G1F Display/POS Kit

Brand Style	FF Box	LT Box	LT 100	ff 100		
Number of Cartons	2	2	2	1		

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WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
 TEMPLATE SEQ : 0008
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133005	133030	051215	GUPTA GROCERY CO.	DBA DAIRY MART #6	MONROE	NY	10950	1		0205-1100	943175	(914)782-7810
133005		720308	ULTRA POWER FOOD ST	COUNTY RT 1 & PUL	PINE ISLAND	NY	10969	1				(914)258-4262
162210	162227	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1			954644	(914)355-2829
162306		030691	P X EXPRESS	ROUTE 209	KERHONKSON	NY	12446	1		3614-0000		(914)626-0094
162306		619999	PIONEER PX MART	RD 1 BOX 1	ACCORD	NY	12404	1		3614-0000		(914)626-8797
162306		769319	PIONEER EXCHANGE	ROUTE 209	KERHONKSON	NY	12446	1		3614-0000		(914)626-8797
162307		685849	E&M CONVENIENCE	3103 RT 208	WALLKILL	NY	12589	1		2358-0000	950634	(914)895-1769
162309		667400	WALLY MART MOBIL	RT 17	HARRIMAN	NY	10926	1		2358-0000		(914)774-2418
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTECELLO	NY	12701	1			927038	(914)794-4460
162210	162227	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETOWN	NY	10940	1				(914)343-6062
162210	162227	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETOWN	NY	10940	1			925586	(914)361-4466
162303	162324	739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	NY	12304	1				(518)382-0832
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	5			963645	(914)338-7275
162305	162326	767885	JANES VARIETY II	149 2ND AVE	ALBANY	NY	12202	1				(518)449-2421
162306	162328	178618	HILLSDALE SUPER	ROUTE 23	HILLSDALE	NY	12529	1			963165	(518)325-4341
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	1			949461	(914)758-6165
162306	162327	651694	BP STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1			960971	(914)687-0339
162306	162328	699045	RAINBOW PETROLEUM I	106 ROUTE 9 N	RHINEBECK	NY	12572	1				(914)876-2987
162307	162330	179819	CARTON GROCERY, INC	DBA DAIRY MART #6	CONGERS	NY	10920	1		0205-1100	963991	(914)268-6291
162307		274614	44-55 DELI	RT 44 & 55 BOX 56	HIGHLAND	NY	12528	1			944090	(914)691-9190
162307	162327	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	1			481952	(914)564-4410
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				(914)255-7830
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		5474-0000		(914)567-0408
162307	162328	661133	ON THE RUN #17G5Y	660 ROUTE 9W	HIGHLAND	NY	12528	1		0975-0000	963082	(914)691-9778
162307	162327	730142	LAL PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-4420
162307	162327	733040	JAMAN ENTERPRISE LT	402 ROUTE 9W	NEWBURGH	NY	12550	1				(914)562-4242
162308	162328	619804	VALUE RITE THRIFT	RT 9G HAVILAND	HYDE PARK	NY	12538	1				(914)229-0436
162308	162328	659740	JULIANS DELI	RT 9G BOX 956	HYDE PARK	NY	12538	1			953281	(914)229-9829
162308	162328	697246	J&L PETROLEUM, INC.	RT. 44 TACONIC	SALT POINT	NY	12578	1				(914)677-0193
162308	162329	701607	SHURFINE FOODS	RT.22 BOX 625	WINGDALE	NY	12594	1				(914)832-9361
162308	162329	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VALLE	NY	12569	1				(914)635-8423
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	1				(914)298-1493
162308	162328	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSIE	NY	12603	1			946194	(914)452-4965
162308	162328	769606	EAST PARK MOBIL	768 VIOLET AVE	HYDE PARK	NY	12538	1				(914)229-9977
162308	162328	770154	GETTY # 58721	RT 9 ALBERTSON	HYDE PARK	NY	12538	1			948703	(914)229-2614
162309	162329	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1			965327	(914)878-2557
162210		179183	MILLERS SHOPPING CT	RR 1 BOX 364	BLOOMINGBURG	NY	12721	1			907154	(914)733-1563
162210		242141	ROSCOE EXXON MART	EXIT 94, RT 17W	ROSCOE	NY	12776	1			926832	(607)498-4941
162210	162233	594068	CATSKILL DISCOUNT B	190 MILL ST	LIBERTY	NY	12754	1			921114	(914)292-7050
162210		721883	THE ITALIAN DELI	123A RACEWAY RD	MONTECELLO	NY	12701	1			969568	(914)794-1850
162210		769439	COCO'S MARKET	THE BUY WAY	WOODRIDGE	NY	12789	1			913350	(914)434-2881
162305	162327	287614	ROUNDOUT MARKET	65 MURRAY ST	KINGSTON	NY	12401	1			952473	(914)338-0186

WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 700272 70600 DOR JUNE B2G1F
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 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162305		686766	CLARKSVILLE MINI MT	2055 DELAWARE TUR	CLARKSVILLE	NY	12041	1			980110	(518)768-2701
162306		639661	K'S DELI	621 WARREN ST.	HUDSON	NY	12534	1			957050	(518)828-9158
162306		693696	PINE GAS	RT 199 BOX 421	PINE PLAINS	NY	12567	1				(518)398-6519
162306		695822	MILAN COUNTRY STORE	RR 2 BOX 270	RED HOOK	NY	12571	1				(914)758-5664
162306		715467	CITGO MILLERTON	RR 44 EAST	MILLERTON	NY	12546	1				(518)789-9620
162307	162327	178829	THRUWAY PHARMACY IN	THRUWAY SHP/CTR PL	WALDEN	NY	12586	1				(914)778-3535
162307	162330	567488	RTW STATIONERY, INC	DBA RICHIE'S STAT	SUFFERN	NY	10901	1				(914)357-6898
162307	162327	963875	BAXTER'S PHARMACY	24 NEW PALTZ PLZ	NEW PALTZ	NY	12561	1			951756	(914)255-3344
162308		130310	ADAN INC - DBA GETT	363 HOOKER AVENUE	POUGHKEEPSIE	NY	12603	1				(914)471-8464
162309		056149	WEST HAVESTRAW MINI	16 S ROUTE 9W	HAVESTRAW	NY	10927	1				(914)429-8304
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701	1			941617	(914)794-8421
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1			928895	(914)292-1655
162210	162227	443887	S&O MINI MART	361 BROADWAY	MONTICELLO	NY	12701	1				(914)791-5142
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	2				(914)692-0803
162210		475191	GETTY	ROUTE 52	ELLENVILLE	NY	12428	1			946491	(914)647-6011
133005	133030	538476	R L J D, INC. DBA	9 MAPLE AVE	WARWICK	NY	10990	1		2358-0000	949669	(914)986-5501
133005	133030	578939	PLAZA TOBACCO	WINDMERE AVENUE	GREENWOOD LAKE	NY	10925	1				(914)477-0479
133005	133030	659479	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	1				(914)856-1505
133005	133030	660610	JASON-DOBB'S	EAST MAIN ST	PORT JERVIS	NY	12771	1			962035	(914)856-2486
133005	133030	693284	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	1				(914)258-4287
162204	162233	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	3			947259	(607)637-4943
162204	162226	577016	E-Z MART	266 CHENANGO ST	BINGHAMTON	NY	13901	1				(607)772-1138
162204	162226	724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	1			977264	(607)862-3038
162204	162226	743920	MAIN STREET BP	77 MAIN ST	BINGHAMTON	NY	13905	1				(607)724-4271
162205	162226	691489	E-Z MART #4	RT 12	GREENE	NY	13778	1				(607)656-9339
162206	162233	177340	PALACE CIGAR STORE	277 MAIN ST	ONEONTA	NY	13820	1			961011	(607)432-8385
162206		728531	RAINBOW FUELS & OIL	T/A THE PITT STOP	COOPERSTOWN	NY	13326	1				(607)547-9572
162210	162227	178199	OEKERS STORE	PO BOX 74 ROUTE 9	BARRYVILLE	NY	12719	1			906099	(914)557-6044
162210	162233	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	1			922062	(914)292-2413
162210	162227	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701	1			919464	(914)794-4050
162210		590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764	1			952150	(914)252-3200
162210		654791	MONTICELLO QUICK LU	RT. 42	MONTICELLO	NY	12701	1				(914)791-7301
162210	162227	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLSBUR	NY	12779	1			965038	(914)434-7825
162210	162227	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	1			964809	(914)434-7072
162210		675064	MOBIL MINI MART	KHOTIAR CORP.	COCHECTON	NY	12726	3			964932	(914)932-8686
162210	162227	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETOWN	NY	10940	1			970285	(914)342-8866
162210	162227	680554	MIDDLETOWN TEXACO M	DOLSEN AVE & DOLS	MIDDLETOWN	NY	10940	1				(914)342-7006
162210	162227	688444	PRIME GAS & REPAIR	106 S MAIN ST	ELLENVILLE	NY	12428	1				(914)647-3025
162210	162227	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETOWN	NY	10940	1			967042	(914)361-5113
162210	162227	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	1				(914)361-0883
162210	162227	691930	FINE MART, INC.	RT. 42	KIAMESHA LAKE	NY	12751	1				(914)796-1133
162210	162234	698977	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474	1				(607)326-7133
162210	162327	703094	A&T PETROLEUM	PO BOX 1103	FINE BUSH	NY	12566	1			964510	(914)744-5182

WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
TEMPLATE : 700272 70600 DOR JUNE B2G1F
TEMPLATE SEO : 0008
SALES LEVEL : 16XXXX

DATE: 97-04-07
TIME: 03:58 PM

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210	162227	723846	GILL MART	76 E MAIN ST	MIDDLETOWN	NY	10940	2				(914) 344-0192
162210	162227	732078	MOBIL FOOD MART	RT 17K	BULLVILLE	NY	10915	1				(914) 361-3919
162210		732088	Z.S.&S CORP.	150 BROADWAY	MONTICELLO	NY	12701	1				(914) 794-2127
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	1			981142	
162210	162227	179216	DOLSON MOBIL	DOLSON ROUTE 17	MIDDLETOWN	NY	10940	1	NYS	2358-0000		(914) 342-0135
162307	162327	472372	CHILIANA E ASSOC.IN	197 N PLANK RD	NEWBURGH	NY	12550	1	NYS	0362-0102	046912	(914) 561-1391
162210	162227	191649	WALLY MART SUNOCO	FAIRLAWN AVE & RT	MIDDLETOWN	NY	10940	1	NYS	2358-0000	956946	(914) 342-0135
162210	162227	209401	WILSON FIELD MOBIL	DOLSON AVENUE	MIDDLETOWN	NY	10940	1	NYS	2358-0000	442680	(914) 342-4224
162210	162227	557522	WALLACE OIL CO., INC	471 NORTH ST	MIDDLETOWN	NY	10940	1	NYS	2358-0000	960245	(914) 344-4740
133005	133030	050008	WALLACE MOBIL	413 N MAIN ST	MONROE	NY	10950	1	NYS	2358-0000		(914) 783-0264

PAGE BREAK TOTAL ACCOUNTS 95 TOTAL QUANTITY 105

TEMPLATE TOTAL ACCOUNTS 95 TOTAL QUANTITY 105

+ 15 Replays
WAM

15
120

GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

05/20/97

ACCOUNT NUMBER: 442680	MOUNTAIN CANDY & CIG
VOUCHER NUMBER: 15354156	LAKE STREET
DATE WRITTEN: 05/20/97	SOUTH FALLSBURG , NY 1277
STATUS: PAID	
AMOUNT PAID: 137.20	SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	9.80	137.20

EXPLANATION: JUNE: DORAL B2G1P PROMOTION #700272/J MCLEAN

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